1.   A computing device for processing object identifier data corresponding to an object
identifier, comprising:

a processor;

memory in electronic communication with the processor; and

instructions stored in the memory, the instructions being executable to implement a

method comprising:

obtaining the object identifier data;

obtaining supplemental information about the object identifier, wherein the

supplemental information identifies a symbology of the object identifier;

matching the object identifier data with a first pattern associated with a first rule

that comprises first instructions;

matching the object identifier data with a second pattern associated with a second

rule that comprises second instructions; and

using the symbology of the object identifier to determine which of the first rule

and the second rule are applied to the object identifier data.

2.   The computing device of claim 1, further comprising an object identifier reader, the
object identifier reader being a set of hardware and software components integrated into the
computing device, and wherein obtaining the object identifier data comprises reading the object
identifier.

3.   The computing device of claim 1, wherein obtaining the object identifier data comprises
receiving the object identifier data from an object identifier reader, and wherein the object
identifier reader is a separate device connected to the computing device via a communication
interface.

4.   The computing device of claim 3, wherein obtaining the supplemental information
comprises receiving the supplemental information from the object identifier reader.

5.   The computing device of claim 3, wherein obtaining the supplemental information comprises:

  determining the communication interface through which the object identifier data is

    received; and

  determining the supplemental information associated with the communication interface.

6.   A computing device for processing object identifier data corresponding to an object identifier, comprising:

  a processor;

  memory in electronic communication with the processor; and

  instructions stored in the memory, the instructions being executable to implement a

    method comprising:

    obtaining the object identifier data;

    identifying information in the object identifier data;

    identifying a first application to receive the information;

    identifying a second application to receive the information;

    sending the information to the first application in a first format; and

    sending the information to the second application in a second format.

7.   The computing device of claim 6, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

8.   The computing device of claim 6, further comprising an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

9.   The computing device of claim 6, wherein the second format is the same as the first format.

10.   A computing device for processing object identifier data corresponding to an object identifier, comprising:

a processor;

memory in electronic communication with the processor; and

instructions stored in the memory, the instructions being executable to implement a

method comprising:

obtaining the object identifier data;

identifying information in the object identifier data;

identifying an application to receive the information;

sending the information to the application in a first format; and

sending the information to the application in a second format that is different from

the first format.

11.   The computing device of claim 10, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

12.   The computing device of claim 10, further comprising an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

13.   A computing device for processing object identifier data corresponding to an object identifier, comprising:

a processor;

memory in electronic communication with the processor; and

instructions stored in the memory, the instructions being executable to implement a

method comprising:

obtaining the object identifier data;

identifying object identifier information in the object identifier data;

forming a first element that comprises first element information and a first

characteristic, wherein the first element information comprises a first

portion of the object identifier information; and

forming a second element that comprises second element information and a

second characteristic, wherein the second element information comprises

the first portion of the object identifier information.

14.   The computing device of claim 13, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

15.   The computing device of claim 13, further comprising an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

16.   The computing device of claim 13, wherein the first element information further comprises a second portion of the object identifier information.

17.   A computing device for processing object identifier data corresponding to an object identifier, comprising:

a processor;

memory in electronic communication with the processor; and

instructions stored in the memory, the instructions being executable to implement a

method comprising:

obtaining the object identifier data;

determining whether a command has been received to activate a first rule of a plurality of rules; and

if the command has been received, activating the first rule and applying the first rule to the object identifier data.

18.   The computing device of claim 17, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

19.   The computing device of claim 17, further comprising an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

20.   The computing device of claim 17, wherein the plurality of rules comprise a parent rule and a child rule, and wherein the child rule is only executed if the parent rule matches the object identifier data.

21.   A computer-readable medium for storing program data, wherein the program data comprises executable instructions for implementing a method on a computing device, the method comprising:

obtaining object identifier data corresponding to an object identifier;

obtaining supplemental information about the object identifier, wherein the supplemental information identifies a symbology of the object identifier;

matching the object identifier data with a first pattern associated with a first rule that comprises first instructions;

matching the object identifier data with a second pattern associated with a second rule that comprises second instructions; and

using the symbology of the object identifier to determine which of the first rule and the

second rule are applied to the object identifier data.

22. The computer-readable medium of claim 21, wherein the computing device comprises an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

23. The computer-readable medium of claim 21, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

24. The computer-readable medium of claim 23, wherein obtaining the supplemental information comprises receiving the supplemental information from the object identifier reader.

25. The computer-readable medium of claim 23, wherein obtaining the supplemental information comprises:

> determining the communication interface through which the object identifier data is
> > received; and
> determining the supplemental information associated with the communication interface.

26. A computer-readable medium for storing program data, wherein the program data comprises executable instructions for implementing a method on a computing device, the method comprising:

> obtaining object identifier data corresponding to an object identifier;
> identifying information in the object identifier data;
> identifying a first application to receive the information;
> identifying a second application to receive the information;
> sending the information to the first application in a first format; and

sending the information to the second application in a second format.

27.   The computer-readable medium of claim 26, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

28.   The computer-readable medium of claim 26, wherein the computing device comprises an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

29.   The computer-readable medium of claim 26, wherein the second format is the same as the first format.

30.   A computer-readable medium for storing program data, wherein the program data comprises executable instructions for implementing a method on a computing device, the method comprising:

    obtaining object identifier data corresponding to an object identifier;

    identifying information in the object identifier data;

    identifying an application to receive the information;

    sending the information to the application in a first format; and

    sending the information to the application in a second format that is different from the

        first format.

31.   The computer-readable medium of claim 30, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

32.   The computing device of claim 30, wherein the computing device comprises an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

33.   A computer-readable medium for storing program data, wherein the program data comprises executable instructions for implementing a method on a computing device, the method comprising:

obtaining object identifier data corresponding to an object identifier;

identifying object identifier information in the object identifier data;

forming a first element that comprises first element information and a first characteristic, wherein the first element information comprises a first portion of the object identifier information; and

forming a second element that comprises second element information and a second characteristic, wherein the second element information comprises the first portion of the object identifier information.

34.   The computer-readable medium of claim 33, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

35.   The computer-readable medium of claim 33, wherein the computing device comprises an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

36.   The computer-readable medium of claim 33, wherein the first element information further comprises a second portion of the object identifier information.

37.   A computer-readable medium for storing program data, wherein the program data comprises executable instructions for implementing a method on a computing device, the method comprising:

>   obtaining object identifier data corresponding to an object identifier;

>   determining whether a command has been received to activate a first rule of a plurality of rules; and

>   if the command has been received, activating the first rule and applying the first rule to the object identifier data.

38.   The computer-readable medium of claim 37, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

39.   The computer-readable medium of claim 37, wherein the computing device comprises an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

40.   The computer-readable medium of claim 37, wherein the plurality of rules comprise a parent rule and a child rule, and wherein the child rule is only executed if the parent rule matches the object identifier data.

41.   In a computing device, a method for processing object identifier data corresponding to an object identifier, comprising:

>   obtaining the object identifier data;

>   obtaining supplemental information about the object identifier, wherein the supplemental information identifies a symbology of the object identifier;

>   matching the object identifier data with a first pattern associated with a first rule that comprises first instructions;

matching the object identifier data with a second pattern associated with a second rule that comprises second instructions; and

using the symbology of the object identifier to determine which of the first rule and the second rule are applied to the object identifier data.

42.   The method of claim 41, wherein the computing device comprises an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

43.   The method of claim 41, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

44.   The method of claim 43, wherein obtaining the supplemental information comprises receiving the supplemental information from the object identifier reader.

45.   The method of claim 43, wherein obtaining the supplemental information comprises:
         determining the communication interface through which the object identifier data is
                  received; and
         determining the supplemental information associated with the communication interface.

46.   In a computing device, a method for processing object identifier data corresponding to an object identifier, comprising:
         obtaining the object identifier data;
         identifying information in the object identifier data;
         identifying a first application to receive the information;
         identifying a second application to receive the information;
         sending the information to the first application in a first format; and
         sending the information to the second application in a second format.

47.   The method of claim 46, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

48.   The method of claim 46, wherein the computing device comprises an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

49.   The method of claim 46, wherein the second format is the same as the first format.

50.   In a computing device, a method for processing object identifier data corresponding to an object identifier, comprising:

    obtaining the object identifier data;

    identifying information in the object identifier data;

    identifying an application to receive the information;

    sending the information to the application in a first format; and

    sending the information to the application in a second format that is different from the
        first format.

51.   The method of claim 50, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

52.   The method of claim 50, wherein the computing device comprises an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

53.   In a computing device, a method for processing object identifier data corresponding to an object identifier, comprising:

    obtaining the object identifier data;

    identifying object identifier information in the object identifier data;

    forming a first element that comprises first element information and a first characteristic, wherein the first element information comprises a first portion of the object identifier information; and

    forming a second element that comprises second element information and a second characteristic, wherein the second element information comprises the first portion of the object identifier information.

54.   The method of claim 53, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

55.   The method of claim 53, wherein the computing device comprises an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

56.   The method of claim 53, wherein the first element information further comprises a second portion of the object identifier information.

57.   In a computing device, a method for processing object identifier data corresponding to an object identifier, comprising:

    obtaining the object identifier data;

    determining whether a command has been received to activate a first rule of a plurality of rules; and

    if the command has been received, activating the first rule and applying the first rule to the object identifier data.

58.   The method of claim 57, wherein obtaining the object identifier data comprises receiving the object identifier data from an object identifier reader, and wherein the object identifier reader is a separate device connected to the computing device via a communication interface.

59.   The method of claim 57, wherein the computing device comprises an object identifier reader, the object identifier reader being a set of hardware and software components integrated into the computing device, and wherein obtaining the object identifier data comprises reading the object identifier.

60.   The method of claim 57, wherein the plurality of rules comprise a parent rule and a child rule, and wherein the child rule is only executed if the parent rule matches the object identifier data.